

(於開曼群島註冊成立之有限公司) 股份代號:1616 (Incorporated in Cayman Islands with limited liability) Stock Code:1616

# 2020 **ENVIRONMENTAL, SOCIAL** AND GOVERNANCE REPORT

環境、社會及管治報告

星宏傳媒控股有限公司 STARRISE MEDIA HOLDINGS LIMITED

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## 關於本報告 About the Report



星宏傳媒控股有限公司(「本公司」) 2020 年環境、社會及管治報告(「本報告」)概 述了星宏傳媒控股有限公司及其附屬公司(以下簡稱為「集團」、「本集團」、「星宏傳媒」 或「我們」)在二零二零年環境、社會與管治(「ESG」)方面所做出的努力和可持續 發展績效。本報告依照香港聯合交易所有限公司(「聯交所」)《香港聯合交易所有限 公司證券上市規則》附錄二十七「環境、社會及管治指引」(「ESG 指引」)所編寫。 本公司遵循 ESG 指引所規定的重要性、量化、平衡和一致性四個報告原則以及「不遵守 就解釋」條文。除非另有說明,本報告以人民幣為貨幣單位。

This 2020 Environmental, Social and Governance Report (the "Report") of Starrise Media Holdings Limited (the "Company") summarized the sustainability efforts and performance of the Company and its subsidiaries (the "Group", "Starrise Media", "we", "us" or "our") for the year of 2020. This Report has compiled with the "Environmental, Social and Governance Reporting Guide" (the "ESG Reporting Guide") under Appendix 27 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited issued by the Stock Exchange of Hong Kong Limited ( "HKEX"). The Company strictly abides by the four reporting principles under the ESG Reporting Guide, namely, "Materiality", "Ouantitative", "Balance" and "Consistency" in preparing the Report. Unless otherwise stated, the currency unit referred in this Report is denominated in RMB.

除非另有說明,本報告的時間範圍為 2020 年 1 月 1 日至 2020 年 12 月 31 日 (「本報告 期」)。本報告的組織範圍為本公司及其附屬公司,著重匯報與本集團核心業務即影視 業務相關的環境和社會績效與相關內容(本集團已於2019年12月完成紡織業務的出售)。

Unless otherwise stated, the reporting period of the Report is from I January 2020 to 31 December 2020 (the "Reporting Period"). The content of the Report covers the Company and its subsidiaries, and focusing on the performance in relation to the ESG aspects regarding the Group's core business, which is the media business (the Group has completed the sale of its textile business in December 2019).

本公司董事會(「董事會」)了解其為確保環境、社會及管治報告完整性和準確性所負 有的責任。據董事會審核、本報告全面展示了本報告期發生的重大事項、並合理展示了 本公司的環境、社會及管治表現和影響。本報告經董事會審核確認及批准後發佈。

The Company's board of directors (the "Board") understands its responsibility for ensuring the completeness and accuracy of this Report. This Report has presented a comprehensive view of the significant events that occurred during the Reporting Period and reasonably demonstrates the Company's performance and influence in environmental, social and governance aspects. This Report is released upon the review, confirmation and approval by the Board.

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**Reporting Statement** 

獲取方式 獲取/Jェ、 Access to the Report

香港交易及結算所 有限公司披露易網站 HKEX news website of the Hong Kong Exchanges and



本集團官方網站 The official website of the Group

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## 主席的話 Message From the Chairman

The Group is pleased to present our 2020 Environmental, Social and Governance Report. Since the acquisition of the subsidiary Beijing Huasheng Taitong Media Investment Co., Ltd. in 2015, the Group has been engaged in the film and television industry for more than five years. Followed by the disposal of the textile business ("Textile Business") in 2019, we have achieved the overall business transformation and focused on media business ("Media Business"), which is mainly engaged in the production and distribution of films and television dramas in 2020.

2020 has been an extremely challenging year. Due to the outbreak of a novel coronavirus disease ("COVID-19") related pneumonia (the "COVID-19 pandemic" or the "Epidemic"), all cinemas in China were forced to suspend their business operations temporarily starting from January 2020, and the resumption of business operations were repeatedly postponed until the end of July 2020 when certain cinemas in low-risk areas gradually resumed their business operations provided that there would be effective implementation of various preventive and control measures in place. In addition, as the gathering of crew members for filming of movies and television dramas might render the prevention and control of the Epidemic to be less effective, the filming progress in the first half of 2020 were mostly suspended regardless of whether it has already been started or not. Accordingly, this has causes adverse impact to the Group's operation in the first half of 2020: the distribution of two of the Group's dramas was affected, the commencement of production of six of the dramas were temporarily postponed, and the post-production of ten dramas was affected by the staffs' inability to return to their posts. Although the Group's Media Business resumed production in the second half of 2020, the disruptive impact on the promotion, filming and post-production of TV dramas in the first half of the 2020 put certain pressure on the Group's operations.

Pressure can be a strong motivating force. In order to achieve the long-term sustainability and development and to obtain better return for our shareholders, the Group is constantly exploring various means and new markets to present the content of our works. In 2021, the Group will continue to seek better investment opportunities, adjust the Group's investment direction and product structure in accordance with the demands of the media market, and explore new areas on the premise that the production quality of the existing films and television dramas of the Group is maintained in order to achieve long-term sustainable development of the Group.

Although the year 2020 has been full of challenges, the Group has continued to improve its management on ESG matters and integrate ESG-related concepts into its daily operations. We strictly comply with the requirements of laws and regulations, as well as emphasize on compliance and ensure the quality of our products. We care for our employees so that we strive to protect their health and safety, and at the same time value their development and growth. The Group implements green office practices with the view to protect the environment and contribute to the promotion of green and low-carbon work environment. We are enthusiastic about the public welfare and actively seek ways to contribute to the community for building a better society with shared values.

Finally, I would like to take this opportunity to express my deepest gratitude to the Board, shareholders, customers, employees and other stakeholders of the Group for their support and contributions.

#### Liu Dong

Starrise Media Holdings Limited Chairman of the Board 本集團欣然發佈我們的二零二零年環境、社會及管治報告。自 二零一五年收購子公司北京華盛泰通傳媒投資有限公司,本集 團已經從事影視行業五年有餘。本集團於二零一九年剝離紡織 業務後,完成了業務的轉型,並於二零二零年專注於以製作和 發行影視劇為主的媒體業務。

二零二零年是充滿挑戰的一年,在新型冠狀病毒(「COVID-19」) 相關的突發性肺炎爆發(「新冠肺炎疫情」或「疫情」)的影響下, 二零二零年一月開始中國電影院全面暫停營業且恢復營業時間 不斷推遲,直到二零二零年七月底,低風險地區電影院在各項 防控措施有效落實的前提下,才逐漸恢復營業狀態。除此之外, 由於影視劇拍攝劇組會造成人員聚集,不利於疫情的防控,二 零二零年上半年無論已開機或待開機的影視劇項目,基本都處 於停止拍攝的狀態。據公司統計,二零二零年上半年,本集團 有兩部影視劇發行受到了影響,六部影視劇受疫情影響暫時無 法開機,十部影視劇因員工無法返回崗位而使後期製作受到影 響。雖然於二零二零年下半年本集團影視業務已經全面復工, 但是上半年的影視劇宣發、拍攝及後期製作受阻對本集團的經 營造成了一定的壓力。

壓力同時也代表了動力。為了長期的可持續發展及更好地回饋 股東,本集團正不斷探索作品內容呈現的方式、方法及新的市 場。二零二一年,本集團將根據傳媒市場的需求不斷尋求更好 的投資機會、調整本集團的投資方向及產品結構,在保證本集 團現有影視劇製作質量的基礎上,探索新的領域,以求實現本 集團的長期可持續發展。

在充滿挑戰的二零二零年,本集團依舊堅持不斷提升 ESG 管理水平,將 ESG 管理理念融入到日常運營活動中。我們嚴格 遵守各項法律法規的要求,重視合規運營並保障我們的產品質 量;我們關愛員工,保障員工的健康與安全並重視其發展與成 長;我們踐行綠色辦公原則,保護環境並助力綠色低碳發展; 我們熱心公益並積極地回饋社區,致力於打造共享價值的美好 社會。

最後,本人藉此機會就本公司各位董事、各位股東、忠誠的客戶、 員工們以及其他持份者所給予的支持和貢獻深表謝意。

#### 劉東

星宏傳媒控股有限公司 董事會主席

## CEO 的話 Message From the CEO

The COVID-19 pandemic in 2020 poses an unprecedented challenge to our business development. In such exceptional time, it is particularly important for companies to fulfill their social responsibility and to continuously improve their performance and capabilities in promoting sustainability.

We believe that operating in compliance with the relevant 我們始終堅信合規運營並提供高質量的產品與服務是企業實現 laws and regulations whilst providing high-quality products and 長期可持續發展的關鍵。本公司致力於為廣大客戶和觀眾群體 services are keys to attain long-term corporate sustainability. We 提供優質的影視作品與服務;在保護自身知識產權不受侵犯的 are committed to providing high-quality products and services to 同時,確保在運營活動中不侵犯他人的知識產權;堅持反腐倡 our customers and audiences, and protecting our own intellectual 廉,通過各項措施避免貪污腐敗等不法行為的發生;不斷完善 property ("IP") rights from infringement while ensuring that our operations do not violate the IP rights of others: we also insist on 供應鏈管理、以優化產品服務質量並提升客戶滿意度。 following our anti-corruption measures to avoid corruption and other illegal activities, improving our supply chain management to optimize the quality of our products and services and enhancing customer satisfaction.

Employees are important to corporate and business development. We care about our employees and are committed to creating a desirable workplace. In doing so, we hope to achieve growth and development of the Company together with our employees. Through establishing a systematic human resource management system, we managed to ensure that our employees' rights and interests have been protected effectively. We insist on adopting a people-oriented approach and pay attention to employees' health and safety; whilst focusing on cultivating talents and promoting employees' career development so as to continuously expand and develop human capital and establish a strong talent team.

We actively respond to the government's call for green development and the construction of ecological civilization by earnestly implementing environmental protection measures, formulating energy-saving and environmental protection policies, and encouraging our employees to contribute towards a green environment through their actions in work and daily life. While focusing on our own development towards high-quality practices, we pay close attention to social issues and strive to contribute to the community.

In the future, we will continue our journey to sustainable development and improve the Group's capability of sustainability as we believe that a stable and long-term corporate development can only be achieved through sustainable and high-quality growth.

> Liu Zongjun Starrise Media Holdings Limited Chief Executive Officer



2020年的新冠肺炎疫情為本公司的業務發展帶來了前所未有 的挑戰。在這樣的特殊時期,企業履行社會責任,並持續提升 自身的可持續發展表現與能力變得尤為重要。

員工是企業發展的重要保障。我們關愛員工,致力於打造幸福 職場,並期望實現員工與公司的共同成長。本公司建立了系統 化的人力資源管理體系,確保員工權益得到有效保障;堅持以 人為本,關注員工健康與安全;重視人才培養與員工的職業發 展,不斷拓展開發人力資本並建立了強大的人才隊伍。

未來,我們仍然會堅定地走可持續發展之路,持續提升本集團 的可持續發展能力。因為我們相信只有可持續的高質量增長, 才能實現企業長期穩定的發展。

劉宗君

星宏傳媒控股有限公司 首席執行官



關於本公司

About Us

本集團於二零一九年剝離紡織業務後,完成了業務的轉型,並於二零二零年專注於以製作和發行影視劇為主的媒體業務。星宏傳媒把握國內影視市場繁榮發展的良好契機,致 力於通過整合影視行業內優秀投資、製作、發行、衍生品相關等優勢資源,實現對影視行 業全產業鏈的佈局,進而通過產業鏈上、中、下游業務協同化、規模化運作,最終實現將 上市公司影視傳媒板塊打造成為國內優秀的影視娛樂行業企業。

本集團三家主要子公司分別為北京華晟泰通傳媒投資有限公司(以下簡稱「華晟傳媒」)、 北京星宏影視文化有限公司(以下簡稱「星宏影視」),以及北京睿博星辰文化傳媒有限 公司(以下簡稱「睿博星辰」)。其中華晟傳媒主要從事精品電視劇的出品製作和發行, 並具備從前期投資製作到後期推廣發行的全程運營能力,在中國電視劇類型市場佔有主 流地位,目前已形成年產上百集電視劇的生產規模,並且一直在持續加大電視劇的投資 拍攝力度。星宏影視與睿博星辰在網劇、網絡電影、豐富的 IP(知識產權)資源儲備以 及與視頻平台建立長期合作關係方面具有優勢,專註於全方位影視文化內容再創作,如 影視、文學、動漫、遊戲等,進行定向培養、營銷、跨界合作以及進行適合 IP 表現形式的 內容再創作。

After divesting from the Textile Business in 2019, the Group completed its business transformation and focused on the Media Business, which is mainly engaged in the production and distribution of movie and television dramas in 2020. Seizing the opportunity brought about by the prosperous development of domestic film and television market, Starrise Media is committed to establishing our business presence across the entire film and television industry value chain by leveraging our competitive advantages and resources regarding investment, production and distribution of products and derivatives. Furthermore, through synergy throughout the upstream, midstream and downstream businesses operations across the industry value chain, the Group believe that it's Media Business can ultimately be at the forefront of the domestic film and television entertainment industry.

The three major subsidiaries of the Group are Beijing Huasheng Taitong Media Investment Co., Ltd. ( "Huasheng Media"), Beijing Starrise Pictures Co., Ltd. ("Starrise Pictures"), and Beijing Starwise Culture Media Co., Ltd. ("Starwise Culture"). Huasheng Media mainly focuses on the production and distribution of high-quality television dramas with the ability to operate the whole process from pre-investment and production to post-promotion and distribution, occupying a strong position in the television drama market in China. It has an annual production capacity for hundreds of television series, and has been continuously increasing the investment and production of television series. Starrise Pictures and Starwise Culture have strong competitive advantages in online dramas, online movies as well as rich IP resources, and established long-term partnership with video platforms. These two subsidiaries specialize in re-creation of all-round cultural content (such as television, literature, animation and comics, games, etc.), and carry out projects targeting IP cultivation, marketing, cross-border cooperation and contents re-creation.



ESG 管理 ESG Management

#### ESG 治理架構 ESG Governance Structure

本集團組建了由董事會牽頭,以 ESG 執行委員會為核心,以 ESG 工作小組為骨幹力量, 由各部門專職負責人作為基層力量的 ESG 管理架構,以協調、推動以及落實可持續發 展工作的相關事宜。ESG 執行委員會由公司董事會主席、首席執行官、執行董事以及董 事會秘書構成,承擔對 ESG 重大議題進行審議和決策工作,並持續推動可持續發展理 念與公司發展戰略和經營管理融合。集團常設 ESG 工作小組,由秘書事務部、行政部及 人力資源部等部門組成,負責落實可持續發展工作的相關事宜,推動各項 ESG 目標的 落實和 ESG 風險的識別與監測,並通過向董事會定期匯報工作,進一步加強董事會對 ESG 事宜的管理能力。

此外,除了在日常營運過程中納入對 ESG 議題的考量,我們也通過對董事及高級管理 人員的相關培訓提升本公司的 ESG 管治能力。本報告期,本集團針對董事開展了以「聯 交所主板上市公司董事職責」為主題的培訓,培訓內容包含了「ESG 指引」的相關內容, 幫忙董事更好地了解最新的 ESG 管治監管要求。

The Group has established an ESG governance structure with the Board as the lead, the ESG executive committee ("ESG Executive Committee") as the core, the ESG working group ("ESG Working Group") as the backbone, and the full-time responsible persons in each department as the primary force. Together the different components of the above ESG governance structure are responsible for coordinating, promoting and implementing practices on sustainability and development. The ESG Executive Committee is composed of the Company's Chairman of the Board, Chief Executive Officer, Executive Directors, and Secretary of the Board, who are responsible for considering and deciding on the major ESG issues, and continuously promoting the integration of sustainable development concepts into the Company's development strategies and operation management practices. In addition, the Group's ESG Working Group is composed of various departments such as the Secretarial Department, the Administration Department, and the Human Resources Department etc. The ESG Working Group is responsible for carrying out tasks related to sustainable development, facilitating the fulfillment of various ESG goals, identifying and monitoring ESG risks, and further strengthening the Board's ability to manage ESG issues by regularly reporting to the Board on the progress of ESG-related work.

In addition to incorporating ESG considerations into our daily operations, we have also enhanced our ESG management capabilities through relevant trainings for our Board and senior management. During the Reporting Period, the Group conducted trainings for the Board in relation to "Responsibilities of the Board of Listed Companies on the Main Board of the HKEX", which included relevant contents of the ESG guidelines to help them better understand the latest regulatory requirements on ESG governance.

## 時份者參與Stakeholder Engagement

我們堅信能否有效地回應持份者的需求是衡量企業是否良好履行社會責任的重要標準。 本集團高度重視持份者的建議與期待,建立了多種溝通形式暢通與持份者的交流,並定 期詢問持份者對公司經營發展的意見和建議,積極維護與持份者和諧緊密、合作共贏的 夥伴關係。本集團主要的外部持份者包括股東、員工、客戶、政府和監管機構、供應商以 及觀眾。

We firmly believe that the ability to respond effectively to stakeholders' needs is an important factor to measure whether enterprises perform their social responsibilities well. The Group attaches great importance to the suggestions and expectations of stakeholders. We have established a variety of communication means to regularly collect stakeholders' views and suggestions on our practices, and to maintain close and cooperative partnerships with stakeholders. The Group's main external stakeholders include shareholders, employees, customers, government and regulatory agencies, suppliers and audiences.

主要持份者的關注與 The following table li stakeholders.

> 股東 Shareholders

持份者

Stakeholders

愛奇藝網絡電影雲開放日活動由於受到新冠 肺炎疫情的影響改為線上舉行, 睿博星辰負 責人楊秦燕女士受邀參加本次活動, 與影視 同行以及客戶交流分享了網絡電影行業發展、 內容創作趨勢等諸多經驗。

Due to the impact of the Epidemic, the iQIYI Internet Movie Cloud Open Day was held online. Ms. Yang Qinyan, the head of Starwise Culture, was invited to participate in the event to share her experiences with film and television peers and customers on the development of Internet movies and content creation trends.

> 客戶 Customers

員工

Employees

2020年11月11日-15日,星宏影視副總裁 張波先生受邀參加了由中國電影家協會聯合 愛奇藝、騰訊視頻、優酷三大網絡平台共同 打造的「第二屆中國網絡電影周」。與行業 協會以及眾多網絡電影人交流探討了如何促 進傳統電影與網絡電影的創新融合、深度挖 掘網絡電影優秀人才以及為中國電影事業 注入新的活力。

From 11 to 15 November 2020, Mr. Zhang Bo, vice president of Starrise Pictures, was invited to participate in the "The Second China Online Movie Week", which was jointly hosted by the China Film Association with the three major online platforms iQIYI, Tencent and YOUKU. Mr. Zhang had engaged in discussions with various industry associations and online film-makers on how to promote the innovative integration of traditional and online film, foster outstanding talents of online film and inject new energy into China's film industry.

#### 政府和監管機構 Governments and

regulatory agencies

Suppliers

供應商

觀眾 Audiences

#### 主要持份者的關注與期望和溝通渠道如下表所示:

The following table lists out the issues of interest and communication channels for major

關注與期望 Issues of Interest	溝通渠道 Communication Channels
<ul> <li>財務表現 Financial performance</li> <li>業務轉型 Business transformation</li> <li>公司治理 Corporate governance</li> <li>反腐倡康 Anti-corruption</li> </ul>	<ul> <li>股東大會 General meetings of shareholders</li> <li>投資者見面會 Investors meetings</li> <li>業績發佈會 Announcement of business results</li> </ul>
<ul> <li>遵守勞工相關法律法規 Compliance with labor laws and regulations</li> <li>職業健康與安全 Occupational health and safety</li> <li>僱員發展及培訓 Employee development and training</li> <li>薪酬福利 Salary and benefits</li> </ul>	<ul> <li>員工活動 Employee activities</li> <li>員工培訓 Employee trainings</li> <li>員工意見箱 Employee suggestion box</li> </ul>
<ul> <li>產品責任 Product responsibility</li> <li>私隱保護 Privacy protection</li> <li>知識產權 Intellectual property</li> </ul>	<ul> <li>客戶滿意度調查 Client satisfaction survey</li> <li>投訴熱線 Complaint hotline</li> </ul>
<ul> <li>社會經濟合規 Socio-economic compliance</li> <li>保護環境及天然資源 Protection of environment and natural resources</li> <li>資源使用及管理 Resource use and management</li> <li>排放物管理 Emissions and management</li> <li>社區投資 Community investment</li> </ul>	<ul> <li>影視審查 Film and television censorship</li> <li>重大會議 Major conferences</li> </ul>
<ul> <li>供應鏈管理 Supply chain management</li> <li>公平交易 Fair trade</li> <li>良好合作 Good cooperation</li> </ul>	<ul> <li>招投標活動 Bidding activities</li> <li>實地考察 On-site investigation</li> <li>定期評估 Regular evaluation</li> </ul>
<ul> <li>創新和負責任的內容 Innovative and responsible contents</li> <li>產品責任 Product responsibility</li> </ul>	<ul> <li>反饋意見 Feedbacks</li> <li>影視評論 Film and television work reviews</li> </ul>



本集團委託第三方顧問機構開展了持份者重要性議題問卷調查,以獲取持份者對於環 境和社會兩類可持續發展議題的重視程度,同時了解他們對於本集團可持續發展的反 饋意見。調查結果從議題對集團的重要性和對持份者的重要性兩個維度進行了重要性 分析,並形成了環境及社會議題重要性矩陣。

本報告期,基於 2019 年確定的重要性議題,我們在集團內部進行了評估和審核,確認了 以下六項議題為本集團可持續發展的高度重要性議題:職業健康與安全、遵守勞工相關 法律法規、產品責任、僱員發展及培訓、僱傭管理以及知識產權。

The Group engaged a third-party advisory agency to conduct the stakeholder questionnaire survey to collect stakeholders' feedbacks on the Group's sustainable development issues and to understand how much importance they attach to different issues when assessing the social and environmental issues separately. The survey results were based on materiality analysis from two dimensions: the materiality of issues to the Group and the materiality of issues to stakeholders, and we finalized two materiality matrixes for environmental and social issues.

During the Reporting Period, we reviewed and conducted internal assessment based on the materiality matrixes in 2019. Having re-visited the materiality matrix during the Reporting Period, we confirmed the following six issues as "highly material" for the Group's sustainable development: occupational health and safety, compliance with labor laws and regulations, product responsibility, employee development and training, employment management and intellectual property.

根據重要性調查的結果,確定以下六項為高度重要性議題,並在本報告中進行重點回應 Based on the materiality assessment results, the following six issues were identified as highly material issues and are highlighted for response in this Report:



星宏傳媒 2020 年度重要性議題矩陣圖: Starrise Media's 2020 Materiality Matrix:



07

高度重要性議題 Highly Material Issues	對應章節 Responding Chapters
就業健康與安全 Occupational health and safety	關愛員工,打造幸福職場——員工健康與安全 Care for Employees and Create a Desirable Workplace - Employees' Health and Safety
豊守勞工相關法律法規 Compliance with labor laws and egulations	關愛員工,打造幸福職場——責任僱傭 Care for Employees and Create a Desirable Workplace - Responsible Employment
雀品責任 roduct responsibility	合規運營,保障產品質量——提升產品品質 Compliance Operation, Ensure Product Quality - Improving Product Quality
雇員發展及培訓 mployee development and training	關愛員工,打造幸福職場——員工發展與培訓 Care for Employees and Create a Desirable Workplace - Employees' Development and Training
崔傭管理 mployment management	關愛員工,打造幸福職場——責任僱傭 Care for Employees and Create a Desirable Workplace - Responsible Employment
扣識產權 itellectual property	合規運營,保障產品質量——保護知識產權 Compliance Operation, Ensure Product Quality - Protecting Intellectual Property

關愛員工,打造幸福職場 Care for Employees and Create a **Desirable Workplace** 

> 我們始終認為員工是企業發展的重要保障。本集團高度重視員工權益的保障和人才隊伍 的建設,推行「最佳僱主」戰略,致力於建立團結、高效、創新並適合公司戰略發展的專 業團隊;堅持以人為本,建立和諧的勞動關係,以實現公司與員工的共同發展;重視人才 培養,加強培訓,不斷拓展開發人力資本;通過建立有序的聘用、考核、競爭機制,增強 員工的凝聚力和歸屬感。

> We always believe that employees play significant roles in corporate development. Therefore, the Group emphasizes in the protection of employees' rights and interests, and the construction of the talent team. We implement the "Best Employer" strategy, and strive to build a professional team that is united, efficient, innovative and suitable for the strategic development of the Group; we insist on a people-oriented approach and establish a harmonious relationship to realize the mutual development of our Group and our employees; we emphasize on cultivating talents, strengthening trainings and continuously developing human capital; and we strive to enhance our employees' team cohesion and sense of belonging through establishing a structured hiring, assessment and competition system.

本集團嚴格遵守《中華人民共和國勞動法》《中華人民共和國勞動合同法》《中華人 民共和國社會保險法》《中華人民共和國勞動爭議調解仲裁法》《中華人民共和國婦 **Responsible Employment** 女權益保障法》《中華人民共和國残疾人保障法》等僱傭相關法律法規,並通過制定《星 宏傳媒控股有限公司人事及薪酬管理制度》等內部管理辦法明確實施細則。本集團始 終奉行公正公開、平等多元的僱傭政策,堅決保障員工在僱傭解聘、薪酬福利、晉升 機會、工作時數和休假管理方面的合法權益、努力為員工創造具有吸引力的工作平台。 本報告期、本集團並未發生任何違反僱傭相關法律法規的情況。

> The Group strictly abides by the Labor Law of the People's Republic of China, Labor Contract Law of the People's Republic of China, Social Insurance Law of the People's Republic of China, Labor Dispute Mediation and Arbitration Law of the People's Republic of China. Law of the People's Republic of China on the Protection of Women's Rights and Interests, Law of the People's Republic of China on the Protection of Disabled Persons and other laws and regulations, and has formulated internal regulations such as the Personnel and Salary Management System of Starrise Media Holdings Limited to specify the detailed implementation rules. The Group always adheres to a just, open, equal, and diverse employment policy, and resolutely protects employees' legal rights and interests in employment and dismissal, salary and benefits, promotion opportunities, working hours, and holidays management, and strives to create an attractive career platform for employees. During the Reporting Period, there is no serious non-compliance or violation regarding employment-related laws and regulations.

工作時數 Working Hours

責任僱傭

本集團與員工簽訂的《勞動合同書》中規定執行標準工時制,每日工作時間不超過八小時, 每週工作時間不得超過四十小時。我們提倡員工在工作時間內完成自己的工作職責,非 必要情況不鼓勵員工加班,如出現因工作需要員工加班的情況,我們嚴格遵守《中華人 民共和國勞動法》的相關規定並提供加班餐費和交通費補助。我們的員工依法享有雙休 日及法定節假日、病假、婚假、產假、哺乳假、喪假、帶薪年假、事假等休假權益。

The Labor Contract signed by the Group and employees includes adoption of the standard working hour system, which stipulates that daily working hours shall not exceed eight hours and the weekly working hours shall not exceed forty hours. The Group encourages employees to complete their work duties within the working hours and discourages overtime work unless it is absolutely necessary. In the case that employees need to work overtime, the Group strictly abides by the Labor Law of the People's Republic of China to provide overtime meal and disbursement on travel-related expenses. Our employees enjoy two-day weekends and statutory holidays, sick leaves, marriage leaves, maternity leaves, breastfeeding leaves, bereavement leaves, paid annual leaves and personal leaves in accordance with the law.

僱傭解 **Employment and Dismissal** 

薪酬福利

Salary and Benefits

在僱傭與解聘方面、本集團由人力資源部統一負責招聘工作、在招聘過程中以「零歧 視」為原則。主要針對求職者的專業知識技能以及崗位匹配度等進行考察。嚴格禁止 任何針對求職者的性別、年齡、種族、宗教及文化背景上的歧視。通過錄用考核者在 雙方自願、平等的基礎上簽訂符合法律規定的《勞動合同書》,人力資源部為其建立 人力資源檔案。勞動合同的解除、中止及終止依照《中華人民共和國勞動法》《中華 人民共和國勞動合同法》及相關文件中的有關規定執行。在合同期內、公司或員工因 故單方面提出協商解除勞動合同、其相關內容或補償將以雙方簽訂的協商條款為主。

我們嚴格遵守《禁止使用童工規定》等相關法律法規、在招聘環節嚴格審核員工填寫 的錄用資料、如出生日期和身份證件信息、同時在辦理入職手續的過程中再次核查員 工的身份證原件、杜絕僱傭童工的情況出現。公司與員工在自願、平等的基礎上簽訂 勞動合同,建立平等的勞資關係,嚴格禁止強制勞工的出現。一旦發現誤招童工事件 立即暫停其工作並通知當地勞動局,同時確保童工被妥善安置。

In relation to employment and dismissal, the Group's recruitment process is carried out by the Human Resources Department which adopts "Zero Discrimination" principle. The recruitment assessment focuses on applicant's professional knowledge and skills as well as how it matches with the gualifications of the applied position, and does not allow any kind of discrimination regarding gender, age, race, religion, and cultural background. Those who passed the recruitment assessment will sign a Labor Contract with the Group in accordance with the law on a voluntary and equal basis of both parties and then the Human Resources Department starts maintaining their employee personnel files. The cancellation, suspension and termination of Labor Contracts shall be implemented in accordance with relevant provisions of the Labor Law of the People's Republic of China, Labor Contract Law of the People's Republic of China and other relevant laws and regulations. Within the contract term, if the Group or employee unilaterally proposes to negotiate on terminating the Labor Contract, the relevant terms or compensation will be based on the terms agreed and signed by both parties.

The Group strictly complies with the Provisions on the Prohibition of Using Child Labor, and strictly reviews the candidates' application material during the recruitment process, such as date of birth and identification card information. We double-check originals of employees' identification cards again when employees start to work to prevent situations involving employment of child labor. In addition, the Group and employees sign Labor Contracts on a voluntary and equal basis to establish an equal labor relationship, and strictly prohibit any forced labor. In case of misemployment of child labor, we will immediately suspend the employee's employment and notify local labor bureau, and ensure that the child labor is properly placed.

本集團制定了以崗位職責和勝任能力為依據的工資制,依據國家法律法規及相關制度, 參照行業和市場薪酬水平,同時根據公司的發展戰略、管理理念以及公司經濟效益為 員工提供具有競爭力的薪酬與福利。薪酬體系主要包含工資、年終獎、法定福利、非 法定福利和長期激勵等部分。本集團依照國家法規及與員工所簽訂的《勞動合同書》 內容,依法、按時、足額為員工繳納社會保險和住房公積金等法定福利。我們也為員 工提供一系列非法定福利,具體包括午餐補貼、帶薪假期、通訊費補貼、加班費及交 通補助、年度體檢等。本集團遵循客觀、公平、公正的原則實施績效考核、主要考評 員工的工作績效,同時對員工的工作能力、工作態度及個人品質等方面進行綜合評價。 員工績效考核頻率至少為每年一次,考核結果作為員工升職、加薪的重要參考標準。

The Group adopts a salary system based on job responsibilities and employee's competence. We provide competitive remuneration for employees, following the national laws, regulations and related systems, industry and market rates, as well as our development strategies, management philosophy and financial performance. The Company's remuneration system mainly includes salaries, year-end bonuses, statutory benefits, non-statutory benefits, and long-term incentives. We maintain statutory benefits such as social insurance and housing fund in full for employees in a legitimate and timely manner in accordance with national regulations and terms of the Labor Contract signed with employees. We also provide a range of non-statutory benefits to our employees, including lunch subsidies, paid holidays, communication fee subsidies, overtime and transportation subsidies, annual medical examinations, etc. The Group implements performance appraisal in line with the principles of objectivity, fairness and impartiality. The Group mainly evaluates the work performance of employees, and at the same time comprehensively evaluates employees' work ability, work attitude and personal gualities. The frequency of employee performance appraisal is at least once a year, and the appraisal results are used as an important reference for promotion and salary raise.

本報告期,本集團員工總人數為78人,按照 性別、地區、僱傭類型、職級和年齡不同類型 劃分的員工統計情況如下:

During the Reporting Period, the total number of employees of the Group was 78, and the statistics of employees summarized in terms of gender, region, type of employment, position and age is as follows:

劃分依據 Classification Criteria		員工人數 ( 人 ) Number of Employees
性別	男性 Male	37
Gender	女性 Female	41
僱傭類型	全職 Full-time	78
Employment Type	兼職 Part-time	0
職級	高級管理層 Senior Management	
Position	中級管理層 Junior Management	13
	普通員工 Staff	52
年齡	30 歲及以下 ≤30 Years Old	21
Age	31-40 歲 31-40 Years Old	28
	41-50 歲 41-50 Years Old	[2]
	50 歲以上 >50 Years Old	[7]
地區	北京市 Beijing	23
Region	河北省 Hebei Province	7
	黑龍江省 Heilongjiang Province	
	吉林省 Jilin Province	3
	遼寧省 Liaoning Province	6
	陝西省 Shaanxi Province	3
	山西省 Shanxi Province	7
	江西省 Jiangxi Province	
	浙江省 Zhejiang Province	
	安徽省 Anhui Province	2
	内蒙古 Inner Mongolia	5
	新疆省 Xinjiang Province	6
	山東省 Shandong Province	6
	海南省 Hainan Province	
	河南省 Henan Province	3
	重慶市 Chongqing	3

本報告期,本集團員工離職情況統計如下: During the Reporting Period, statistics on employee turnover of the Group are summarized as follows :

。 劃分依據 Classification Criteria	Number of empl	流失人數 loyee turnover
性別 Gender	男性 Male	6 16.2% 12 29.3%
地區 Region	中國內地 Mainland China 港澳台 Hong Kong, Macau and Taiwan, China	
年齡 Age	30 歲及以下 ≤30 Years Old 31-40 歲 31-40 Years Old 41-50 歲 41-50 Years Old 50 歲以上 >50 Years Old	3 14.3% 6 21.4% 8 66.7% 1 5.9%

#### 受員工健康與安全 Employees' Health and Safety

公司辦公區域安裝消火栓並張貼使用方法

Installation of fire hydrants and posting of instructions

設阳

in the office area

公司辦公區域擺放滅火器

Fire extinguishers are placed in the office area

本集團致力於為員工提供安全健康的工作環境,並嚴格遵守《中華人民共和國職業病防治法》《中華人民共和國消防法》等法律法規的有關要求,積極保障員工的職業健康。本報告期,本集團並未發生違反相關法律法規的事件。

在劇組工作人員安全與健康管理方面,星宏傳媒制定了《劇組管理規章制度》,明確 規定在攝影基地拍攝開機前對所有工作人員進行安全培訓,告知安全注意事項,並為 工作人員購買保險。安全培訓的具體內容包括:劇組人員應密切關注拍攝現場安全, 不得在拍攝現場進行危險動作;不得擅自觸碰攝影機、搖臂、燈光、錄音設備等器材; 拍攝動作戲時無關人員應避開,避免武器誤傷人員;如發生安全意外,應立即上報製 片主任並安排緊急送往醫院。

本集團在新冠肺炎疫情期間通過積極採取各項防疫措施保障員工健康。我們積極響應 國家號召,在疫情嚴重時期採用居家辦公方式,通過線上辦公開展工作業務。同時購 置測溫設備、消殺產品,如電子溫度計、酒精、消毒液、洗手液等,力保員工安全防疫。 在恢復正常辦公後,對員工進行每日測溫登記,並要求員工佩戴口罩,保持安全距離。 我們還在辦公室設置了單獨的快遞存放區域,並按時進行消毒。

本集團高度重視火災隱患的防範工作,並於報告期內與有資質的消防設備公司簽訂了 《消防工程維修保養服務合同》,按照合同約定,服務商每季度對工程進行走訪一次, 對火災報警系統的性能及運行情況進行檢查;如發現設備及安全故障,在接到維修通 知的 24 小時內及時趕到現場,排除故障,修繕設備;服務商每季度定時對集團員工 開展消防培訓,內容包括掌握報警設備的操作方法、排除故障方法等。過去三年包括 本報告期,本集團未發生員工因工傷亡事件,因工傷損失工作日數為零。

The Group focuses on providing safe and healthy working environment for its employees, strictly abides by relevant requirements of the laws and regulations, such as the *Law of the People's Republic of China on the Prevention and Control of Occupational Diseases* and the *Fire Protection Law of the People's Republic of China*, and actively protects the safety and occupational health of employees. During the Reporting Period, the Group did not violate any relevant laws or regulations.

In terms of crew's safety and health management, Starrise Media has formulated the *Rules and Regulations on the Management of the Cast and Crew*, which clearly stipulates that all crew members will be given safety trainings, informed of safety precautions, and covered by insurance before the start of filming at the shooting base. The safety trainings train crew members to pay close attention to the safety of the shooting site, not to practice dangerous actions at the shooting site, not to touch the camera, swing arm, lighting, recording equipment and other equipment without permission; when filming action scenes, unrelated personnel should leave, and to avoid accidental weapons injures; in the case of safety accidents, crew members should immediately report to the production director and promptly transport the injured to the hospital.

During the COVID-19 pandemic, the Group has been proactively in taking various preventive measures in protecting employees' health. We actively responded to the national call to work from home during the peak of the Epidemic and carried out our business online. At the same time, we purchased temperature-measuring equipment and disinfection products, such as electronic thermometers, alcohol, disinfectant, hand sanitizer, etc., to ensure the health and safety of employees are protected during the Epidemic. Upon the resumption of normal office operation, we conducted daily temperature measurement and registration for employees, and required them to wear masks and keep a safe social distance with each other. We also set up a separate storage area for parcels in the office and regularly disinfected the area.

The Group emphasizes the prevention of potential fire hazards. During the Reporting Period, the Group signed the *Fire Engineering Repair and Maintenance Service Contract* with a qualified fire equipment company. According to the contract, the service provider visits the Company every quarter of the year and checks the performance and operation of the fire alarm system. If equipment damages and potential safety risks are detected, professional technicians will arrive onsite within 24 hours after receiving the maintenance notice to solve the problem and repair the equipment. The service provider provides regular fire safety trainings for employees of the Group every quarter, and trainings cover topics such as operation and troubleshooting methods of the fire alarm equipment. In the past three years, including this Reporting Period, there is no work-related injuries or deaths, and the number of workdays lost due to work-related injuries was zero.



員工發展與培訓

● 算工發展與培訓 本集團致力於問建「醫門預九、國的AHLI」 第二十一個的 Employees' Development 帶動能力的企業集團,傑出的員工是實現企業成功的關鍵。因此,我們高度重視員工 要求,在徵求員工想法意見的基礎上,制定了系統化、多樣化的培訓計劃。

> 為提高員工的專業知識、業務技能和思想素質, 增強員工崗位的勝任能力, 本集團制 定了《培訓管理制度》,由人力資源部負責執行並監督員工內部培訓、外部培訓和委 外培訓工作,培訓內容涵蓋管理、技能、劇本、寫作、財務和人事等多個業務層面。 本報告期,針對行業動態、市場變化、觀眾心裡等內容,我們組織員工開展了討論會、 總結會、知識分享會以及前瞻性分析會等,通過多樣化的培訓形式持續提升員工的專 業技能和行業認知。

> We are committed in building a "National Leader, Internationally Renowned" Group with the ability to grow, profit, compete and lead. We believe that outstanding employees are fundamental to the Group's success. Therefore, we focus on the career development and personal growth of our employees. In order to strengthen our human capital, the Group has formulated systematic and diversified training programs based on the requirements of different positions and duties as well as feedback from employees.

> In order to enhance employees' professional knowledge, technical skills, ideologies and values, and competency, the Group has formulated the Training Management System. The Human Resources Department is responsible for implementing and overseeing internal training, external training, and outsourcing training for employees, which cover various aspects that are important in business context such as management, skills, scripting, writing, finance, human resource, and etc. During this Reporting Period, we held discussions, reviewing meetings, knowledge-sharing workshops, and industry-forecast analysis sessions, focusing on the industry and market changes as well as audience psychology, etc. We will continue to enhance the professional skills and industry awareness of our employees through a variety of training formats.

指標名稱 Name of Indicators				
本報告期受訓員工人數 Number of employees trained	25			
按性別劃分受訓員工百分比 Percentage of employees trained by gender	男性 Male         女性 Female           52%         48%			
按僱傭類別劃分受訓員工百分比 Percentage of employees trained by position	高級管理層 Senior Management <b>40%</b>	Senior Management Junior Management		普通員工 Staff <b>28%</b>
本報告期員工接受培訓的總小時數 Total training hours during this Reporting Period	224			
按性別劃分每名員工受訓平均時數 Average training hours completed per employee by gender	男性 Male 女性 Female 4.1 1.7			
按僱傭類別劃分每名員工受訓平均時數 Average training hours completed per employee by position	高級管理層 Senior Management <b>3.4</b>	中級管 Junior Mar 5.	nagement	普通員工 Staff <b>2.0</b>

員工參與劇本創作主題培訓活動 Script creation thematic training for staff



合規運營,保障產品質量 **Compliance Operation, Ensure Product Quality** 

提升產品品質 Improving Product Quality

我們致力於提供超越客戶要求與期待的一流的產品與服務。本集團嚴格遵守《中華人 民共和國產品質量法》《中華人民共和國商標法》《中華人民共和國廣告法》《中華 人民共和國消費者權益保護法》等法律法規、依法保障消費者的權益。本報告期並無 違反任何對集團有重大影響的相關法律法規。

星宏傳媒針對影視主控項目和影視投資項目制定了《影視業務流程管控》內部文件, 以確保業務的合規性以及產品的質量。針對主控項目、星宏傳媒從前期開發、規劃備 案、主創搭建、融資、拍攝、後期製作、送審、發行、回款和分賬十個環節進行規範 管理與質量把控。對於投資項目,在投資影視作品之前,相關部門必須對投資作品進 行系統性的分析,包括對製作與發行預算、拍攝計劃、預計上映時間、主創名單等材 料嚴格審核,同時評估影片的過審風險、藝術價值、合作夥伴商譽等各個環節,嚴把 投資作品的質量關口。此外、星宏傳媒還制定了《劇組管理規章制度》以規範影視作 品的拍攝過程,確保劇組人員遵紀守法,高效高質完成拍攝工作。本報告期,我們未 接獲有關產品及服務的投訴、也不涉及因產品安全與健康原因回收產品的情況。

We are committed to providing first-class products and services that exceed our customers' requirements and expectations. The Group strictly complies with the Product Quality Law of the People's Republic of China, the Trademark Law of the People's Republic of China, the Advertising Law of the People's Republic of China and the Law of the People's Republic of China on the Protection of Consumers' Rights and Interests to protect the rights and interests of customers. During the Reporting Period, there was no violation of any relevant laws and regulations that had a material impact on the Group.

For major film and television projects and investment projects, Starrise Media has formulated an internal document, Film and Television Business Process Control to ensure the compliance of business and the quality of products. For major projects that are under our control, Starrise Media implements standardized management and quality control throughout ten stages: pre-development, planning and filing, creative team building, financing, filming, post-production, submitting for approval, distribution, capital returning and revenue sharing. For investment projects, before investing a film or television production, the relevant departments must systematically analyze the investment plan, including a rigorous review of the production and distribution budget, filming plans, estimated releasing dates, the list of creators and other materials, as well as assessing the risk of non-approval, artistic value, reputation of partners and other aspects so as to strictly control the quality of the invested work. In addition, Starrise Media has established the Rules and Regulations for the Management of the Cast and Crew to regulate the filming process to ensure that crew members comply with related laws and complete the filming work efficiently with high quality. During this Reporting Period, we did not receive any complaints about our products and services, nor did we subject to any recalls of products for safety and health reasons

本集團高度重視客戶的隱私保護、我們在《員工守則》中規定了嚴格的保密制度、明 確了客戶信息的管理部門、數據獲取授權方式、員工應採取的適當保密措施等內容, 同時規定部門崗位員工需在與公司簽訂勞動合同的同時,簽訂《員工保密協議書》, 以規範員工保密行為,確保客戶信息得到妥善保管。此外,為防止集團在對外開展合 作或經營活動過程中出現客戶信息洩露的情況,我們規定凡涉及向對方披露有關客戶 信息的業務、須與業務方提前簽訂公司《保密協議》。

本集團不斷探索作品內容新的呈現方式方法、並積極探索新的市場。面對近幾年來綜 藝節目及短視頻市場不斷侵蝕傳統影視劇市場、擠壓傳統影視劇的收市空間、本集團 將根據傳媒市場的需求不斷尋求更好的投資機會,調整本集團的投資方向及產品結構, 在保證本集團現有影視劇製作質量的基礎上、探索新的領域、以求實現本集團的長期 可持續發展。此外、我們始終關注原創、立足新素材開發新作品、滿足觀眾日益增長 的精神文化需求,製作出廣受觀眾喜愛、票房表現優異、符合時代發展要求的影視作品。

The Group highly emphasizes the protection of customers' privacy. In the Employee Code of Conduct, we strictly stipulate the confidentiality regulation, specifying the department that manages customer information, the way of data acquisition and authorization procedure, and the appropriate confidentiality measures to be taken by employees. At the same time, it is required that staff should sign the Staff Confidentiality Agreement while signing the Labor Contract in order to regulate the staff behavior and ensure that customer information is properly kept. In addition, in order to prevent the disclosure of customer information in the process of external cooperation or business activities, we require any party involved to sign a Confidentiality Agreement prior to the disclosure of relevant customer information

requirements of the era.



The Group is constantly exploring new ways of presenting the content of its works and actively exploring new markets. In the face of the new challenges brought about by the highly-popular variety shows and short-videos impacting the market size of traditional television drama, the Group will continue strive to identify better investment opportunities and adjust our investment direction and product structure according to the demands of the media market, and explore new markets on the premise that the production quality of the existing films and television dramas of the Group is maintained in order to achieve the long-term sustainable development of the Group. In addition, we always value originality and consistently strive to develop new works based on new materials to meet the growing spiritual and cultural needs of the audience and produce works that are popular among audience and at box office with themes that are in line with the development



保護自身影視作品的知識產權不受侵犯同時避免侵犯他人的知識產權對於我們尤為重 要。本集團嚴格遵守《中華人民共和國著作權法》等相關法律法規,並制定了一系列 知識產權相關的管控措施。本報告期、本集團未發生任何有關違反知識產權法律法規 的情況。

本集團所面臨的知識產權風險主要來自兩個方面。一是影視項目源頭的侵權風險。包 括劇本是否原創,是否獲得了影視改編權,編劇創作過程中是否存在抄襲,片中音樂 是否侵權等。我們一方面诵過與知識產權相關創作者簽訂保密協議並對其進行背景調 查來保障我們的合法權益,另一方面我們也會通過在網上查找相應資料以及確認版權 鏈是否完整的方式降低侵權風險。我們所面臨的另一個風險是製作完成的作品被他人 侵權的風險。同樣我們通過與所有參與作品製作的各個環節的個人和供應商簽署保密 協議的方式、確保我們的合法權益。此外、我們也會對各個環節的素材進行嚴格管控、 降低版權流失的風險。在作品播出之後,我們設有專人負責在網上搜盜版鏈接並進行 舉報和申訴,對可能給我們帶來較大損失的盜版行為採取法律手段進行解決。

It is particularly important for us to protect the IP rights of our own media works from infringement and to avoid violating the IP rights of others. The Group strictly complies with the Copyright Law of the People's Republic of China and other relevant laws and regulations, and has put in place a series of control measures relating to IP rights. During the Reporting Period, there was no violation of IP laws and regulations within the Group.

The Group is exposed to IP risks mainly from two aspects. The first is the risk of infringement regarding the source of the film and television project, including whether the script is original, whether the film and television adaptation rights have been obtained, whether there is plagiarism during the creation of the screenplay, and whether the music in the film infringed any IP. On the one hand, we protect our legal rights by signing confidentiality agreements with IP creators and conducting background checks on them. On the other hand, we reduce the risk of infringement by conducting public online search and confirming the copyrights are properly authorized to be used by us. Another risk we face is the risk of infringement of our work by others. Similarly, we protect our legal rights by signing confidentiality agreements with all individuals and suppliers involved in all aspects of the production. In addition, we maintain strict control over the materials involved in each stage to reduce the risk of leakage of copyrights. After releasing of our products, we assign people to be in charge of searching for piracy links on the Internet and making reports and complaints, and to take legal action against piracy that may bring us greater losses.













本集團嚴格遵守《中華人民共和國反洗錢法》《中華人民共和國刑法》《中華人民共 和國反不正當競爭法》等法律法規、堅決杜絕貪污受賄、欺詐勒索、洗黑錢等違法行 為的發生。我們依法制定了《舞弊或違規行為投訴、舉報管理辦法》等內部管理政策, 確保公司董事、高級管理人員、中級管理人員和普通員工恪守法律法規和職業道德, 防止損害公司及股東利益的行為發生。本報告期、本集團未有違反關於貪污、賄賂、 欺詐、洗黑錢等法律法規的情況, 日未發生任何涉及貪污腐敗、舞弊及不道德行為的 訴訟案件。

門具體承擔部門範圍內的反舞弊工作。

為預防貪污腐敗等不法行為的發生,我們 建立了完善的內部管理措施。本集團通過 董事及員丁培訓和內部郵件等多種方式宣 導誠信正直的職業道德風尚和公司價值觀。 本報告期,針對董事我們開展了「聯交所 主板上市公司董事職責」培訓,就董事的 誠信責任等內容進行了詳細的講解。

We have established comprehensive internal management measures to prevent corruption and other illegal activities. The Group promotes honesty, integrity and corporate values through various means such as trainings for the Board members and employees and intranet e-mails. During the Reporting Period, we conducted the training on the topic of "Responsibilities of the Board of Listed Companies on the Main Board of the HKEX" and provided detailed explanations on the duties of the Board with respect to integrity.



During the Reporting Period, the Group did not violate nor involved in any litigation in relation to any laws and regulations regarding corruption, bribery, extortion, and money laundering. Starrise Media has established and maintained a sound internal control structure to ensure the continuous, stable and healthy operation from the organizational level. The management of the Group is responsible for managing and supervising the anti-fraud work. The audit committee ("Audit Committee") is responsible for providing guidance for the Group's anti-fraud actions. The general office ("General Office") is responsible for organizing and implementing company-wide anti-fraud work. The various departments of the Company are responsible for undertaking departmental anti-fraud work.

The Group has developed a variety of reporting channels. A whistleblower can choose to report any violations through multiple channels via the telephone, fax or e-mail of the Audit Committee and the General Office, and the Chairman's mailbox. We prohibit any retaliation against whistleblowers and those involved in corruption-related investigations. Any employee who experiences retaliation, intimidation, or discrimination after making such reports has the right to file a complaint with senior management or the Audit Committee. Management shall report any reported fraud to the Chairman of the Board immediately after consulting with legal counsel or auditors. If the case involves senior management, a special investigation team may be formed to conduct an investigation after approval by the Board and the Audit Committee. In relation to whistleblower(s) who files a report under his or her real name, the General Office is required to provide feedback to the whistleblower on the preliminary investigation results regardless of whether official investigation is initiated. We investigate fraud reports by interviewing the whistleblower or other persons with knowledge of the matter, collecting, reviewing and maintaining all relevant documents and records, and giving the person under investigation and relevant parties opportunities to respond to the matter under investigation.

星宏傳媒組建了一套健全的內控結構,從組織層面確保公司的持續、穩定、健康運營。 由公司管理層承擔對反舞弊行為的管理與監督責任,由審核委員會負責公司反舞弊行 為的指導工作,由辦公室負責具體組織、執行公司範圍內的反舞弊工作,由公司各部

本集團設置了多種舉報途徑,舉報人可通過審核委員會以及公司辦公室的舉報電話、 傳真或郵箱以及董事長信箱等渠道進行舉報。我們禁止任何針對舉報人員以及參與舞 弊事項調查人員的報復行為,任何員工若收到報復、恐嚇、歧視等報復行為的,有權 向高級管理層或審計委員會進行申訴。對於接獲的舞弊事項,管理層應在向公司法律 顧問或審計師咨詢後,立即向董事長匯報。若舉報涉及到高層管理人員,可以在董事 會與審核委員會批准後,組建特別調查小組進行聯合調查。對於實名舉報,無論是否 立項調查,公司辦公室都需向舉報人反饋初步調查結果。我們對於舉報事項的調查方 式包括與舉報者或其他知悉人員進行面談,收集、審閱及保存所有相關的文檔和記錄, 給予被舉報人及相關人員對調查事項回應的機會等。

The Group strictly abides by the Anti-Money Laundering Law of the People's Republic of China, the Criminal Law of the People's Republic of China, Anti-Unfair Competition Law of the People's Republic of China, and other laws and regulations. We resolutely eliminate illegal acts such as corruption, bribery, extortion, and money laundering. The Group has formulated internal management policies such as the Administrative Measures on Complaints and Reporting of Fraud or Misconducts to ensure that the Group's Board, senior and mid-level management personnel and staff strictly abide by laws, regulations and professional ethics, and to prevent the occurrence of vicious acts that damage the interests of the Group and shareholders.

## 完善供應鏈管理 Improving Supply Chain Management

打造可持續的供應鏈對於我們保障並提升產品和服務質量至關重要。本集團認為完善 供應鏈管理不僅可以幫助我們降低採購成本、優化產品服務質量和提升客戶滿意度, 而且有利於盡早識別供應鏈的環境與社會風險,助力供應商履行環境及社會責任。

本集團供應商的業務範圍包括影視道具製作、影視基地運營等方面。本集團針對供應 商的准入與甄選標準以及日常管理等多個方面訂立了公正透明的管理流程,我們要求 供應商須遵守環境保護相關的法律法規,積極倡導供應商識別其自身運營的環境及社 會風險,並履行自身可持續發展的相關責任。我們推崇綠色環保採購,並將供應商的 環境和社會表現作為重要的挑選標準之一。此外,供應商的環境和社會表現也作為我 們評估供應商的重要內容。

Building a sustainable supply chain is essential for us to safeguard and enhance the quality of our products and services. The Group believes that improving supply chain management not only helps us reduce procurement costs, optimize product and service quality and enhance customer satisfaction, but also facilitates environmental and social risks in the supply chain to be identified at an early stage and helps suppliers to fulfill their environmental and social responsibilities.

The business scope of our suppliers includes the production of film and television props and the operation of bases for production of film and television dramas. The Group has established fair and transparent processes for the entry, selection and daily management of suppliers. We require suppliers to comply with laws and regulations related to environmental protection, actively advocate suppliers to identify environmental and social risks of their own operations, and fulfill their responsibilities related to sustainable development. We promote green procurement policy and consider the environmental and social performance of suppliers as one of the key selection criteria. In addition, the environmental and social performances of suppliers are also significant part of our supplier evaluation.

指標名稱 Name of Indicators		2020
供應商總數 Total number of suppliers		38
按地區劃分的供應商數目	華東地區 Eastern China	12
Number of suppliers by region	華北地區 Northern China	26



保護環境,助力綠色發展 Protecting the Environment, **Contributing to Green Development** 

本集團堅持可持續發展的理念,尋求環境、資源、社會、公司與人的和諧發展。我們 嚴格遵守《中華人民共和國環境保護法》《中華人民共和國節約能源法》等國家法律 法規的要求,制定了多項節能減排的管理措施。我們要求員工遵守有關環境保護的法 律法規,倡導員工以建設節約型社會、增強可持續發展能力為己任,從自身做起減少 資源消耗並提高資源利用效率。同時,我們也通過綠色辦公的方式降低運營活動對環 境的影響。本報告期,本集團未違反任何有重大影響的環境相關法律法規。

本集團使用的資源主要包括水和電力。我們的生活用水來自市政供水、運營地區水資 源豐富, 並無求取適用水源的問題。在水資源和電力使用方面, 我們制定了《劇組管 理規章制度》,規定劇組人員在拍攝過程中應節約用水用電。在辦公區域,我們積極 倡導人走燈滅,及時關閉電源以及節約用水的綠色辦公方式,並將辦公室照明設備統 一更換為 LED 節能燈;我們鼓勵將夏季室內空調溫度保持在 25℃;保證員工在無需 使用電腦及其他用電器時關閉電源或切換至能源節省模式;張貼節電節水標識提高員 工的節能意識。

The Group adheres to sustainable development concept and seeks for harmonious development of the environment, resources, society, corporate and people. We strictly comply with the requirements of national laws and regulations such as the Environmental Protection Law of the People's Republic of China and the Energy Conservation Law of the People's Republic of China, and have formulated a number of management measures to save energy and reduce emissions. We require our employees to comply with the laws and regulations regarding environmental protection and advocate that they take the responsibility of building a conservation-oriented society and promoting sustainable development, and take practical steps themselves to reduce resource consumption and improve resourceutilization efficiency. At the same time, we also strive to reduce the impact of our operations on the environment through green office practices. During the Reporting Period, the Group did not violate any environmental-related laws and regulations that have a significant impact.

The resources consumed by the Group mainly include water and electricity. Our domestic water supply comes from the municipal urban water supply network, and water resources are relatively abundant in our operation area, so we do not experience any problem in obtaining suitable water sources. With respect to the use of water resources and electricity, we have formulated the Rules and Regulations for the Management of the Cast and Crew, which stipulates that the crew should conserve water and electricity during filming. We actively promote the green office policy that requires the employees to turn off the power when the room is empty, avoid wastage of water whenever applicable, and replace all office lighting with LED energy-saving lamps. We keep encouraging to maintain the indoor air conditioning temperature at 25°C in summer, ensuring that employees turn off the power or switch to energy-saving mode when they are not using computers and other electrical appliances, and posting energy and water-saving signs to remind everyone the importance of energy conservation.

Our major business is the production and distribution of films and television dramas and does not produce a large number of products in physical form. Therefore, the Group does not use or consume large quantities of packaging materials. Due to the nature of our business, we do not cause significant pollution or impact on the environment and natural resources. The Group also proactively takes various measures to reduce the impact of its operations on the environment. For example, after shooting, the production team requires the crew to clean up the shooting site in time followed up classifying and recycling garbage in accordance with the relevant requirements in the shooting area, and to ensure minimal human impacts on the natural environment.

### 肖耗量與密度

電力消耗總量 Total electricity consumption

電力消耗密度 Electricity consun

總耗水量 Total water consumptio

總耗水密度 Water consumption inte

本集團的主要業務為影視劇製作與發行,並不生產大量實物產品,因此並不使用或消 耗大量的包裝材料。基於本集團的業務性質,我們並未對環境及天然資源產生重大污 染或影響。本集團也積極主動地採取各類措施降低自身運營對環境所帶來的影響,例 如每次劇組拍攝結束後,製片組要求劇組及時清理拍攝現場並按照拍攝地區垃圾分類 的相關要求對產生的垃圾進行分類回收處理,並確保盡量減少對自然環境的人為影響。

資源消耗 Resource Consumption				
	單位 Unit	2020		
	兆瓦時 MWh	50.70		
sity	兆瓦時 / 人 MWh/person	0.65		
	噸 Ton	400.86		
	噸 / 人 Ton/person	5.14		



本集團嚴格遵守《中華人民共和國固體廢物污染環境防治法》等國家法律法規,制定 並實施了多項管理措施,合法合規處理日常運營中產生的廢棄物,並盡量減少廢棄物 的產生。我們宣傳環保知識,鼓勵員工參與環保公益活動,在生活中多乘坐公共交通 出行,減少生活帶來的碳排放和環境影響,為節能減排積極貢獻力量。

我們並不擁有控制任何車輛,也無生產工廠消耗能源,因此本報告期,本集團無大氣 污染物排放。本集團主要產生的固體廢棄物為辦公垃圾以及生活垃圾。本集團依照國 家相關法律法規,在辦公區域實行垃圾分類回收,並由園區物業統一處理。在日常行 政辦公中所產生的有害廢棄物主要為廢墨盒、廢硒鼓,我們將這些廢棄物統一交由具 有資質的第三方進行處置,因產生數量較少,在本報告中不進行披露。我們積極採取 各項措施,在日常運營中從源頭推進各類減排工作。我們倡導無紙化辦公方式,鼓勵 線上辦公、電子文檔形式開展工作;紙張盡量雙面打印,提倡廢紙利用;為員工提供 餐飲加熱設備,並倡導自備餐具以減少一次性餐具的使用;倡導員工減少一次性物品 如紙杯的使用。

The Group strictly complies with national laws and regulations, including the *Law of the People's Republic of China on the Prevention and Control of Environment Pollution Caused by Solid Wastes*, and has formulated and implemented a number of measures to handle waste in our daily operations in accordance to the relevant laws and regulations, and to minimize waste generation. We promote environmental protection awareness within the Group and encourage our employees to participate in environmental protection-related activities, take public transportation more frequently, reduce carbon emissions and environmental impact from daily life, and actively contribute to energy saving and emission reduction.

We do not possess and control any vehicles and we also do not have any production plants that consume energy. Therefore, the Group had no emission of atmospheric pollutants during the Reporting Period. The primary solid wastes generated by the Group are office and domestic wastes. In accordance with the relevant laws and regulations, the Group requires wastes to be classified and recycled in the office area, which will be collected and disposed by the property manager. Hazardous office wastes generated from daily administrative work, such as waste ink cartridges and toner cartridges, are handed over to the qualified third parties for disposal in a collective manner. Due to the small amount of hazardous waste, it is not disclosed in this report. We actively adopt multiple measures to reduce emissions from the source in our daily operations. We advocate paperless office practices, online working and electronic filing. We also encourage employees to print on both sides of paper as much as possible, and recycle waste papers. We provide employees with food heating equipment and encourage them to use less disposable tableware by bringing their own. In addition, we encourage the employees to use less disposable items such as paper cups.



範圍二 Scope two

溫室氣體排放總量 Total greenhouse gas emiss

溫室氣體排放密度 Greenhouse gas emission in

「温室氣體排放量(範圍二) 年全國電網平均排放因子 0.6 <sup>2</sup> The calculation method of J Reporting Standard (Revised Industries (Trial), and the 201 National Development and Re

> 排放量 Emission <sup>廢紙類 3</sup> Wastepaper <sup>4</sup>

生活垃圾<sup>5</sup> Domestic waste<sup>6</sup>

無害廢棄物排放總量 Total emission of non-hazard

無害廢棄物排放密度 Emission of non-hazardous

<sup>3</sup> 廢紙類包括複印打印紙張、書本、雜誌、報紙、資料紙袋等。 <sup>4</sup> Wastepaper includes photocopying and printing paper, books, magazines, newspapers, paper bags, etc. <sup>5</sup> 生活垃圾包括廚餘垃圾和其他垃圾。 <sup>6</sup>Domestic waste includes kitchen waste and other waste.

\_\_\_\_\_ 排放量

生活污水產生量 Production of domestic wa

生活污水處理量 Treatment of domestic wa

溫室氣體排放 (範圍一和範圍二) <sup>1</sup> eenhouse gas emissions (Scope one and scope two) <sup>2</sup>		
單位 Unit	2020	
噸 Ton	0	
噸 Ton	30.93	
噸 Ton	30.93	
噸 / 人 Ton/person	0.40	
	se gas emissions (S 單位 Unit 噸 Ton 噸 Ton 噸 / 人	

" 溫室氣體排放量 (範圍二) 的計算方法參考 《關於做好二零一八年碳排放報告與核查及排放監測計劃制定工作的通知》中 2015 年全國電網平均排放因子 0.6101tCO2/MWh。

eenhouse gas emissions referred to The Greenhouse Gas Protocol: A Corporate Accounting and Edition), the Enterprise Greenhouse Gas Emissions Accounting and Reporting Guideline - Other and 2012 China Regional Power Grid Average Carbon Dioxide Emission Factor, published by the rm Commission of China.

無害廢棄物排放量 Production of non-hazardous waste		
	單位 Unit	2020
	千克 Kilogram	1,105
	千克 Kilogram	2,030
lous waste	千克 Kilogram	3,135
vaste intensity	千克 / 人 Kilogram/person	40.19

污水產生量 Production of wastewater		
	單位 Unit	2020
tewater	噸 Ton	396
ewater	噸 Ton	396

回饋社會,共享美好生活 Giving Back to the Community and Sharing a Better Life

A 熱心公益,共克時艱 Passionate about Charity and Overcoming Difficulties Together 本集團在經營活動中應充分考慮業務所在地區的利益,鼓勵設立專門機構或指定專人 協調公司與當地政府與社區的關係。我們在力所能及的範圍內,積極參加所在地區的 環境保護、教育、文化、科學、衛生、社區建設、扶貧濟困等社會公益活動,促進公 司所在地區的發展。

在新冠肺炎疫情期間,星宏傳媒積極響應中共中央宣傳部與國家廣播電視總局的號召, 向湖北省及武漢市電視台捐贈了《那座城,這家人》的電視劇版權,以陪伴湖北省武 漢市等疫區的人民渡過艱難時光。同時,本集團的員工也組織了自發性的捐款活動, 為抗擊疫情貢獻自己的力量。星宏傳媒與重慶師範大學涉外商貿學院於 2019 年共同 創建的重慶師範大學影視融媒體學院在 2020 年開展了一系列義工服務活動,累計義 工服務次數達 195 次。

The Group gives full consideration to the interests of the regions in which it operates and encourages the establishment of special organizations or the designated personnel to coordinate the relationship among the Group, local governments and communities. To the extent of our ability, we actively participate in social welfare activities which cover various aspects such as environmental protection, education, culture, science, health, community building, and poverty alleviation to promote the development of local community.

During the COVID-19 pandemic, we actively responded to the call from the Ministry of Publicity of the Central Committee of the Communist Party of China and the National Radio and Television Administration, and donated the copyright of the TV drama "That City, This Family" to Hubei and Wuhan television station to accompany the people in the Wuhan, Hubei Province and other epidemic-stricken areas during the difficult times. At the same time, the Group's employees also organized voluntary donations to contribute their efforts in combating the Epidemic. The film and television media school under Chongqing Normal University, which was co-founded by the Starrise Media and the Foreign Trade and Business College of Chongqing Normal University in 2019, conducted a series of volunteer activities in 2020 with a total service times of 195.







## 附錄:聯交所《環境、社會及管治報告指引》內容索引

Appendix: Hong Kong Stock Exchange Environmental, Social and Governance Reporting Guide Content Index

	A. 環境 A.Environmental	
項目 Items	描述 Descriptions	参考章節 Relevant Chapter
層面 A1:排放物 Aspect A1: Emissions		
一般披露 General Disclosure	有關廢氣及温室氣體排放、向水及土地的排污、有害及 無害廢棄物的產生等的: (a) 政策;及 (b) 遵守對發行人有重大影響的相關法律及規例的資料 Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste	綠色辦公、廢棄物管理 Green Office,Waste Management
關鍵績效指標 Key Performance Indicators	AI.I 排放物種類及相關排放數據 The types of emissions and respective emissions data	廢棄物管理 Waste Management
	AI.2 温室氣體總排放量及(如適用)密度 Greenhouse gas emissions in total and, where appropriate, intensity	廢棄物管理 Waste Management
	AI.3 所產生有害廢棄物總量及(如適用)密度 Total hazardous waste produced and, where appropriate, intensity	廢棄物管理 Waste Management
	AI.4 所產生無害廢棄物總量及(如適用)密度 Total non-hazardous waste produced and, where appropriate, intensity	廢棄物管理 Waste Management
	A1.5 描述減低排放量的措施及所得成果 Description of measures to mitigate emissions and results achieved	廢棄物管理 Waste Management
	AI.6 描述處理有害及無害廢棄物的方法、減低 產生量的措施及所得成果 Description of how hazardous and non-hazardous wastes are handled, reduction initiatives and results achieved	廢棄物管理 Waste Management

A. 環境 A. Environmental		
項目 Items	描述 Descriptions	參考章節 Relevant Chapter
罾面 A2:資源使用 Aspect A2: Use of Resources		
一般披露 General Disclosure	有效使用資源的政策 Policies on the efficient use of resources, including energy, water and other raw materials	綠色辦公 Green Office
關鍵績效指標 Key Performance Indicators	A2.1 按類型劃分的直接及 / 或間接能源總耗量及 密度 Direct and/or indirect energy consumption by type in total and intensity	綠色辦公 Green Office
	總耗水量及密度 A2.2 Water consumption in total and intensity	綠色辦公 Green Office
	A2.3 描述能源使用效益計劃及所得成果 Description of energy use efficiency initiatives and results achieved	綠色辦公 Green Office
	A2.4 描述求取適用水源上可有任何問題,以及提 升用水效益計劃及所得成果 Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency initiatives and results achieved	綠色辦公 Green Office
	A2.5 製成品所用包裝材料的總量及(如適用)每 生產單位佔量 Total packaging material used for finished products and, if applicable, with reference to per unit produced	綠色辦公 Green Office
層面 A3:環境及天然資源 Aspect A3: Environment and Nat	ural Resources	
一般披露 General Disclosure	減低發行人對環境及天然資源造成重大影響的政策 Policies on minimizing the issuer's significant impacts on the environment and natural resources	綠色辦公 Green Office
關鍵績效指標 Key Performance Indicators	A3.1 描述業務活動對環境及天然資源的重大影響 及已採取管理有關影響的行動 Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them	綠色辦公 Green Office

	B. 社會 B. Socialal	
項目 Items	描述 Descriptions	参考章節 Relevant Chapter
層面 B1:僱傭 Aspect B1: Employment		
一般披露 General Disclosure	有關薪酬及解僱、招聘及晉升、工作時數、假期、平等 機會、多元化、反歧視以及其他待遇及福利的: (a) 政策;及 (b) 遵守對發行人有重大影響的相關法律及規例的資料 Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare	責任僱傭 Responsible Employment
關鍵績效指標 Key Performance Indicators	BI.I 按性別、僱傭類型、年齡組別及地區劃分的 僱員總數 Total workforce by gender, employment type, age group and geographical region	責任僱傭 Responsible Employment
	按性別、年齡組別及地區劃分的僱員流失比 BI.2 率 Employee turnover rate by gender, age group and geographical region	責任僱傭 Responsible Employment
層面 B2:健康與安全 Aspect B2: Health and Safety		
一般披露 General Disclosure	有關提供安全工作環境及保障僱員避免職業性危害的: (a) 政策;及 (b) 遵守對發行人有重大影響的相關法律及規例的資料 Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to providing a safe working environment and protecting employees from occupational hazards	員工健康與安全 Employees' Health and Safety
關鍵績效指標 Key Performance Indicators	因工作關係而死亡的人數及比率 B2.1 Number and rate of work-related fatalities	員工健康與安全 Employees' Health and Safety
	因工傷損失工作日數 B2.2 Lost days due to work injury	員工健康與安全 Employees' Health and Safety
	<ul> <li>描述所採納的職業健康與安全措施,以及相 關執行及監察方法</li> <li>Description of occupational health and safety measures adopted, how they are implemented and monitored</li> </ul>	員工健康與安全 Employees' Health and Safety

	B. 社會 B. Socialal	
項目 Items	描述 Descriptions	参考章節 Relevant Chapter
層面 B3:發展及培訓 Aspect B3: Development and Tr	aining	
一般披露 General Disclosure	有關提升僱員履行工作職責的知識及技能的政策。描述 培訓活動 Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.	員工發展與培訓 Employees' Development ar
關鍵績效指標 Kay Parformance Indicators	B3.1       按性別及僱員類別(如高級管理層、中級管理層等)劃分的受訓僱員百分比         The percentage of employees trained by gender and employee category (e.g. senior management, middle management)	員工發展與培訓 Employees' Development ar
Key Performance Indicators	B3.2 按性別及僱員類別劃分,每名僱員完成受訓 的平均時數 The average training hours completed per employee by gender and employee category	員工發展與培訓 Employees' Development ar
層面 B4:勞工準則 Aspect B4: Labor Standards		
一般披露 General Disclosure	有關防止童工或強制勞工的: (a) 政策;及 (b) 遵守對發行人有重大影響的相關法律及規例的資料 Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child and forced labor	責任僱傭 Responsible Employm
關鍵績效指標	B4.1 描述檢討招聘慣例的措施以避免童工及強制 勞工 Description of measures to review employment practices to avoid child and forced labor	責任僱傭 Responsible Employm
開鍵額双佰係 Key Performance Indicators	H述在發現違規情況時消除有關情況所採取 B4.2 的步驟 Description of steps taken to eliminate such practices when discovered	責任僱傭 Responsible Employm

B. 社會 B. Socialal		
項目 Items	描述 Descriptions	参考章節 Relevant Chapter
層面 B5:供應鏈管理 Aspect B5: Supply Chain Manage	ement	
一般披露 General Disclosure	管理供應鏈的環境及社會風險政策 Policies on managing environmental and social risks of the supply chain	完善供應鏈管理 Improving Supply Chain Management
	按地區劃分的供應商數目 B5.1 Number of suppliers by geographical region	完善供應鏈管理 Improving Supply Chain Management
關鍵績效指標 Key Performance Indicators	B5.2 描述有關聘用供應商的慣例,向其執行有關 慣例的供應商數目、以及有關慣例的執行及 監察方法 Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, how they are implemented and monitored	完善供應鏈管理 Improving Supply Chain Management
層面 B6:產品責任 Aspect B6: Product Responsibili	τγ	
一般披露 General Disclosure	有關所提供產品和服務的健康與安全、廣告、標簽及私 隱事宜以及補救方法的: (a)政策;及 (b)遵守對發行人有重大影響的相關法律及規例的資料 Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress	提升產品品質 Improving Product Quality
關鍵績效指標 Key Performance Indicators	B6.1       已售或已運送產品總數中因安全與健康理由         而須回收的百分比       Percentage of total products sold or shipped subject to recalls for safety and health reasons	本集團業務性質不涉及因產品安 全與健康原因回收產品的情況 Not applicable
	接獲關於產品及服務的投訴數目以及應對方法 B6.2 Number of products and service related complaints received and how they are dealt with	提升產品品質 Improving Product Quality
	描述與維護及保障知識產權有關的慣例 B6.3 Description of practices relating to observing and protecting intellectual property rights	保護知識產權 Protecting Intellectual Property
	描述質量檢定過程及產品回收程序 B6.4 Description of quality assurance process and recall procedures	提升產品品質 Improving Product Quality
	<ul> <li>描述消費者資料保障及私隱政策,以及相關</li> <li>執行及監察方法</li> <li>Description of consumer data protection and privacy policies, how they are implemented and monitored</li> </ul>	提升產品品質 Improving Product Quality

	B. 社會 B. Socialal	
項目 Items	描述 Descriptions	參考章節 Relevant Chapter
層面 B7:反貪污 Aspect B7: Anti-corruption		
一般披露 Aspect B3: Development and Training	有關防止賄賂、勒索、欺詐及洗黑錢的: (a) 政策;及 (b) 遵守對發行人有重大影響的相關法律及規例的資料 Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to bribery, extortion, fraud and money laundering	堅持反腐倡廉 Insisting on Anti-Corruption
關鍵績效指標 Key Performance Indicators	B7.1       於匯報期內對發行人或其僱員提出並已審結的貪污訴訟案件的數目及訴訟結果         Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the Reporting Period and the outcomes of the cases	堅持反腐倡廉 Insisting on Anti-Corruption
	B7.2 描述防範措施及舉報程序,以及相關執行及 監察方法 Description of preventive measures and whistle- blowing procedures, how they are implemented and monitored	堅持反腐倡廉 Insisting on Anti-Corruption
層面 B8:社區投資 Aspect B8: Community Investmen	t	
一般披露 General Disclosure	有關以社區參與來了解營運所在小區需要和確保其業務 活動會考慮社區利益的政策 Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure its activities take into consideration the communities' interests	熱心公益,共克時艱 Passionate about Charity and Overcoming Difficulties Togethe
關鍵績效指標 Key Performance Indicators	B8.1 專注貢獻範疇(如教育、環境事宜、勞工需 求、健康、文化、體育) Focus areas of contribution (e.g. education, environmental concerns, labor needs, health, culture, sport)	熱心公益,共克時艱 Passionate about Charity and Overcoming Difficulties Togethe
	在專注範疇所動用資源(如金錢或時間) B8.2 Resources contributed (e.g. money or time) to the focus area	熱心公益,共克時艱